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ASX ANNOUNCEMENT

05 November 2010

CFO and Company Secretary Appointment

The Directors of Webfirm Group Limited (ASX: WFM) are pleased to announce the appointment of Brendan Maher as Webfirm's Chief Financial Officer and Company Secretary with effect from 15 November 2010.

Brendan brings more than 20 years' experience gained in both Australia and Germany to the role and most recently held several senior positions during a 7 year period at SKILLED Group including Group Financial Controller, General Manager Acquisitions & Corporate Development, and Company Secretary. Prior roles have included Manager Accounting and Company Secretary at the Transport Accident Commission and Chief Accountant and Controller at National Westminster Bank Germany.

Brendan holds a Bachelor of Business from Swinburne University of Technology and is a member of the Institute of Chartered Accountants in Australia.

Webfirm Group CEO, David Burden said "The Board is delighted to have attracted a CFO with both the credentials and experience that Brendan brings to the role, he will be a great asset to the Company as we drive our growth across Australia and Europe." In addition the Board also extends their gratitude to Damian Element, who recently stepped back into the position on a caretaker basis.

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About the Webfirm Group

Webfirm Group Limited (ASX: WFM) is an innovative Internet technology and marketing company that maximises online profitability for its customers. The company operates two main divisions.

The Adslot division provides patented advertising sales automation services that reduce selling costs and increase premium advertising revenue for its publisher clients.

The company's Webfirm division offers the complete spectrum of online marketing services including web design and development, website optimisation, hosting, search and social marketing and e-commerce services; the division also delivers premium quality search monetisation solutions.

With more than 60 staff across Melbourne, Sydney and Perth, the Webfirm Group continues to develop innovative products and services aimed at helping customers maximise their online investment.

More information at www.webfirmgroup.com